



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310)659-0205 FAX(310)657-4340
Dick Rosengarten, Publisher E-Mail calpeek@aol.com

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CAMPAIGN '98: THE BIG GUBERNATORIAL DEBATE.

Editor's note: The *L.A. Times* "On the Record" May 13th debate gave the news media and voters the only opportunity they'll get to see all 4 major contenders at one time. Too bad there won't be more debates, but as we've been reminded before, "*The only people who care about debates are candidates who are behind in the polls and the League of Women Voters.*" So for what it's worth, here is **Calpeek's** brief debate spin and yet another look at the current polling data...

...**The Polls.** We now have 3 polls side-by-side, starting with the *L.A. Times* (Apr. 4-9), the Field Poll (Apr. 20-28) and the Public Policy Inst. of CA's survey (May 1-6). All samples are *likely voters*:

	<u>LAT</u>	<u>Field</u>	<u>PPIC</u>
Dan Lungren(R)	28%	27%	23%
Gray Davis(D)	13	19	23
Al Checchi(D)	22	17	19
Jane Harman(D)	24	11	8

...Amazing how things can change in a month's time, especially in the case of Harman, who was leading among the Demos until Checchi unleashed \$4 million in negative ads against her...

● **Gray Davis** - He's the leading Demo right now and his responses were *safe* and very mainstream. He even displayed some rumor, but was very firm in scolding Checchi for the negative tv ads - very effective. If Davis did make a goof, it was the fact he mentioned his former boss, ex-Gov. Jerry Brown, three times too many. That's 3 changes of underwear for Davis cmp. director Garry South...

● **Al Checchi** - One of the best quotes came from Checchi: "*The enemy of the future is complacency.*" He didn't appear comfortable and relaxed, but maybe that's because he was hit several times by the others.

He's pretty liberal when it comes to guns. Unlike Davis and Harman, when it comes to the budget surplus, Checchi was for spending it all on education -- with no refunds for taxpayers. Education is Checchi's key issue and it plays well with voters...

● **Jane Harman** - The knock against Harman has been two-fold: she hasn't been specific on issues and she's not tough enough. At the debate she was very specific, displaying her *centrist* views on a number of issues. And clearly, G.I. Jane came prepared to do battle with the "guys." Some think she overplayed the woman card with her repeated quips about "macho politics," but among the Demos, she may have done the best job. She is **not** *DiFi lite*, but time works against her because she needs to play catch up - and quickly...

● **Dan Lungren** - Smooth and relaxed, with a very appealing demeanor. His job was to bring GOP voters back to his camp. He probably succeeded because he hit the right notes: pro-vouchers, repeal the vehicle license fee tax, pro-life, tough on crime. Some of this may come back to hurt him in the fall, but it's what he needed to do for June. Stay tuned...

CAMPAIGN '98: CONFUSING POLL NUMBERS AND LITTLE NEWS COVERAGE CLOUDS THE AG RACE.

Editor's note: You really have to feel sorry for the 5 major contenders battling to replace Dan Lungren as Calif.'s **attorney general**. The end of *Seinfeld* seems to be of more interest to voters than the AG's race. Here is our update & analysis of the AG's primary, with the current polling data...

...The newest Field Poll(Apr. 20-28) shows **62%** of *likely primary voters* haven't focused on this race. Here are the numbers and beside the Field Poll you'll also see the Apr. 4-9 poll by the *L.A. Times* (for

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comparison)...

	<u>Field</u>	<u>L.A. Times</u>
Charles Calderon(D)	6%	6%
Bill Lockyer(D)	5%	13%
Lynn Schenk(D)	4%	6%
Dave Stirling(R)	6%	10%
Mike Capizzi(R)	10%	5%
Others	7%	
Undecided	62%	60%

...The only thing consistent about this data is the large number of voters who are **undecided**. Thus most sources continue to rate both the Demo & GOP primary races as toss ups...

...**Calpeek** sources say the high numbers of undecided voters in most all of the down-ballot primaries is due to the **lack of news media coverage**. But perhaps the AG candidates are at fault. The Demos have *not* gone after Lungren & Stirling on the tobacco issue - and it's a good one. Instead, for example, Schenk blasted the recent pay hike for elected officials. MEGO (my eyes glaze over)! At least Lockyer's attack on Lungren for claiming the DOJ's computer crime data system isn't up speed made sense and ink...

...So without much news media coverage, the statewide candidates have had to turn to paid media - tv, radio & slate cards. Of these three, tv has the most impact, but it's also the most expensive and in this election cycle it is hard to buy if you're a down-ballot candidate. The 3 Demos have been doing better in fundraising than their GOP rivals. Lockyer has been on tv since the end of April. Calderon, Schenk, Capizzi and Stirling all say they will be on tv the last two weeks -- meaning they will be up on tv around May 18-19...

CAMPAIGN '98: CALIFORNIA INITIATIVE UPDATE.

Editor's note: Both sides of all the major statewide initiatives are either on tv or radio statewide and in a very short time news media editorials will begin to appear. Here's our update & analysis...

◆ **Prop. 223** - NO on 223 (*Parents, Teachers & Educators for Local Control*) have launched their expected assault against **Prop. 223**, aka the *95/5 Initiative*. The NO side has purchased \$1.7 million in tv time and are running two ads: 1) a *fairness argument* using the PTA and LWV pitch against 223.

This ad is being run in the greater L.A. media market. 2) a second ad is aimed **against** the LAUSD and the teachers union (UTLA). This ad will run heavily in No. Calif. and in rural areas of the state. Newspaper editorials against 223 have already run in the *San Diego Union-Tribune*, the *S.F. Chron*, *Contra Costa Times* and the 3 *BEE* newspapers (Sacto, Fresno, Modesto). The biggest problem in terms of the NO on 223 campaign are GOP voters: **59%** support 223. To overcome this problem, consultant Wayne Johnson has the NO side on most every GOP slate in Calif. Overall polls still show YES ahead: **50%** vs. **31%**, with **19%** undecided. The trend, however, is *downward*...

◆ **Prop. 226** - The YES side is finally on tv with their own ads. Those other ads were IEs paid for by out-of-state organizations and were really more *generic* than pro-226. The new ads use quotes from three of Calif.'s more conservative newspapers: *Orange Co. Register*, the *L.A. Daily News* and the *San Diego Union-Tribune*. These papers have called the NO on 226 tv campaign "outrageous" and "wild exaggerations." In a new survey by the Public Policy Inst. of Calif., YES on 226 leads by a **59%** vs. **33%** against. The poll was among 996 likely voters, taken May 2-6, well after NO on 226 had been on the tv airwaves. FYI: U.S. Sen. Dianne Feinstein(D) has come out **against** 226. Stay tuned...

CAMPAIGN '98: UPDATE ON HOT ASSEMBLY RACES.

Editor's note: Here is Part V in our continuing coverage of hot CA State Assembly primary races...

☒ **47th AD** - If there's a Demo primary that is attracting attention, this is it. Assemblyman Kevin Murray (D) is trying to move up the ladder to the senate, so the 47th AD is up for grabs. There are 3 Demos: educator Marcia Cohen, Murray's COS Joey Hill and L.A. Co. Sup. Yvonne Burke's chief deputy, Herb Wesson. This race is a *toss up* between Hill & Wesson, but Wesson does have a much larger war chest. Just about every Demo in Calif. is lined up with either Hill or Wesson. Cohen may be a key player because she'll take votes away from one or the other...

☒ **29th AD** - This is the open seat of GOP Assemblyman Chuck Poochigian of Fresno, who is running unopposed for the 14th SD of *termed out* Sen. Ken Maddy. It's solid GOP turf, so Demos need not apply,

and none did. There are 4 Republicans, but only three are considered serious players: Fresno Councilman Mike Briggs, Tulare Co. Sup. Bill Maze and nurse Naomi Strom, who is described as a moderate, pro-choice GOPER. If Briggs & Maze split part of the GOP vote, and if Strom gets enough cross-over Dems, she has a shot...

☒ **2nd AD** - This is the open seat of GOP Assemblyman Tom Woods Jr., who retiring. The 2nd AD is fairly solid Republican territory and the two leading contenders are Sutter Co. Sheriff Art Brandwood and Shasta Co. Sup. Richard Dickerson. One of the key issues dividing these two: Indian Gaming. Dickerson supports it, Brandwood doesn't. Sources say the seat leans toward Brandwood, unless Dickerson steps up to the plate with some money to get his message across...

☒ **37th AD Update** - Last week **Calpeek** noted that the *L.A. Daily News* endorsed GOPER Rich Sybert the day the story broke about Sybert tearing down Tony Strickland's campaign signs. On May 7th (the day **Calpeek** went to press), the paper pulled its endorsement of Sybert and co-endorsed Strickland and GOP Port Hueneme Councilwoman Toni Young. And a number of elected officials who endorsed Sybert have now pulled their support too, including Ventura Co. Sup. Judy Mikels, Moorpark Mayor Patrick Hunter and Assemblymembers Bob Margett and Peter Frusetta. But Assemblyman Nao Takasugi and former Ventura Co. Congressman Bob Lagomarsino are staying with Sybert. Stay tuned...

CAMPAIGN '98: UPDATE ON STATE SENATE RACES.

Editor's note: Here's a brief update on two important CA State Senate primaries...

☒ **20th SD** - In this Demo primary battle to replace *termed out* Herschel Rosenthal(D-Van Nuys), L.A. Councilman Richard Alarcon has stumbled badly and may not recover. Several days after Alarcon sent a mailer asking voters not to confuse him with L.A. Councilman Richard Alatorre (who has been under a cloud for some of his financial dealings), the *L.A. Times* and *Daily News* both carried stories saying the FPCC was looking at some possible conflicts of interests regarding Alarcon. Alarcon even admitted he goofed by voting on a project for a developer whose wife gave him a \$38,000 loan. Bottomline: former Democratic

Assembly Leader Richard Katz still looks like the strong frontrunner in this primary... winner in this race...

☒ **6th SD** - While Demo Assemblywoman Deborah Ortiz will coast to an easy primary win in this open seat now held by *termed out* Leroy Greene(D), all eyes are watching the GOP slugfest between Sacto businessman Mike McCollum and Chris Quackenbush, the wife of Insurance Comm. Chuck Quackenbush. It's a classic conservative (McCollum) vs. moderate (Quackenbush) battle. But Quackenbush is backed by the GOP State Senate Leadership (Johnson & Brulte) and is outspending McCollum almost 4 to 1. This is not to say that McCollum is without resources. He's on radio, has done an extensive AV program + chase, has a regular mail program and is walking precincts daily. He's also the CRA-endorsed candidate and that helps. Quackenbush is on tv and in the mails too. Another conservative GOP candidate, Richard Davis, probably pulls votes from McCollum, which is why *conventional wisdom* leans toward Quackenbush, but some insiders aren't so sure. Stay tuned...

CAMPAIGN '98: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here is another update on the key U.S. House primaries...

☒ **3rd CD Update** - In the battle to replace U.S. Rep. Vic Fazio(D-Sacto), who is retiring, the GOP primary has really turned into a *slugfest*, with *deep pocketed* businessman Doug Ose pounding away at conservative Assemblywoman Barbara Alby. Ose spent about \$150,000 on a 5-week radio buy and is now on tv with a \$300,000+ buy. Ose has been after Alby on her attendance record and out-of-state travel junkets and now he seems to have Alby boxed up on charitable contributions. According to Ose's campaign, since 1993, Alby has received 3 pay hikes totalling \$26,142. Alby said after paying her taxes, she would donate the rest to charity. Sounds great, but Alby **won't** release her full tax records - so no one can really tell if she has in fact given those pay hikes to charity. The *Sacto BEE* is on Alby's case too...

☒ **10th CD** - Demo U.S. Rep. Ellen Tauscher of Contra Costa Co. is regarded as a fairly safe bet for reelection in '98. Still, the freshman has 4 GOP opponents who want her job. Of the four, national security

analyst Charles Bell (he monitors CBN weapons of foreign countries at the Livermore Lab) is the best funded and seems to be the only one with professional campaign help. However, it's Reform Party candidate John Place who has the bucks. He's running a typical Ross Perot pro-America/anti-NAFTA campaign, but with \$100,000 of his own money, he's a more serious threat to Tauscher than Bell...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

May 21	Campaign reports are due.
May 26	Last day to apply for absentee ballot.
June 2	CA Primary Election.
June 25	Last day for citizen-sponsored initiatives to qualify for the Nov. 3rd ballot.
June 26-28	Nat'l Women's Political Caucus of Calif., 1998 convention, Hotel Inter-Continental, L.A.
July 20-23	Nat'l Conf. of State Legislatures, annual meeting, Las Vegas.
July 23-25	RNC Summer meeting, New York City.
Sept. 8	Assemblyman Scott Baugh goes on trial in Orange Co. (trial postponed from 6/8).

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ **U.S. Senate Update** - The new Public Policy Institute of CA poll on the U.S. Senate race shows incumbent Barbara Boxer(D) at 38% among likely voters, with Darrell Issa(R) at 22% and Treasurer Matt Fong(R) at 10%. Fong's own internal polling is closer to what the Field Poll showed: Boxer 43%, Issa 18% and Fong 14%. Fong started his tv ads May 14th and while the buy may not be as large as Issa's, Fong sources claim it will be "competitive." Boxer won't be on tv until the fall...

■ **Will Offshore Oil Drilling Become an Issue?** - According to the CA League of Conservation Voters, both GOP U.S. Senate candidate Darrell Issa and GOP gubernatorial candidate Dan Lungren have taken stands in favor of offshore oil drilling. U.S. Sen. Barbara Boxer and GOP U.S. Senate candidate Matt Fong are opposed. Demos gubernatorial candidates Gray Davis, Al Checchi and Jane Harman also are opposed...

■ **Stinson on Warpath** - Harriett Stinson is the founder of Calif. Republicans for Choice. She's been a crusader for the pro-choice position within the GOP for

years. She recently raised \$10,000 to run an ad in the May 8th edition of L.A. Times addressed to GOP gubernatorial candidate Dan Lungren, asking the AG to spell out his views on family planning questions. Lungren's campaign said he'd follow Gov. George Deukmejian's policies against taxpayer funding of abortions, except in cases of rape, incest, etc. And as governor, Lungren wrote Stinson, he would seek to prohibit taxpayer-funded advocacy of abortion, except in cases of rape, incest & life of the mother...

■ **San Diego City Elections** - In the June 2nd primary, Calpeek sources expect Councilmembers Juan Vargas and George Stevens to win without much trouble. Councilwoman Valerie Stallings is being challenged by former Councilman Bruce Henderson, who is also a key player in the campaign against Prop. A, a \$216 million expansion of the San Diego Convention Center. Prop. A is expected to win. Councilman Byron Wear is being challenged by two opponents...

■ **New Poll on School Chief Race** - Pollster Mervin Field's latest numbers in the non-partisan battle for Superintendent of Public Instruction shows incumbent Delaine Eastin in front with 15%. Gloria Matta Tuchman, who is the co-sponsor of Prop. 227 to end bilingual education, has only 2% and is trailing two others. Undecided leads the field with 74% among likely voters...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook. We've got a ton of these notes in our file...

● A very sad note: veteran campaign consultant and former S.F. Call-Bulletin Pulitzer Prize reporter Jack McDowell died May 9. He was 84. He and partner Dick Woodward formed the successful Woodward & McDowell firm in 1971. During the era of Governors Goodwin Knight, Pat Brown & Ronald Reagan, McDowell was the political editor and a columnist for the S.F. Examiner. His unofficial office was at Frank Fat's. A true gentleman. R.I.P...

● Lise Markham, VP/GM of KSWB in San Diego, is the new president-elect of the CA Broadcasters Assn. She takes office in August...